

**COLUMBIA**  
**PRESS**  
**BOOK**

**CAST**

Betty Foster.....Margaret O'Brien  
Bobby Evans.....Allen Martin, Jr.  
Herbie.....Jimmy Hunt  
Leona Dean.....Sharyn Moffett  
Mrs. Foster.....Ann Doran  
Mr. Gauss.....Lloyd Corrigan  
Lucille Stewart.....Elinor Donahue  
Clara.....Susan Stevens  
Tillie.....Marissa O'Brien  
Mr. Foster.....Arthur Space  
Mr. Evans.....Otto Hulett  
Violet.....Lois Pace  
Paul Powers.....Harlan Warde  
Miss Pond.....Maudie Prickett

**CREDITS**

Screen Play by Albert Mannheimer;  
Based upon a Story by Herman  
Wouk; Directed by Seymour Fried-  
man; Assistant Director, James  
Nicholson; Director of Photog-  
raphy, Charles Lawton, Jr., A.S.C.;  
Art Director, Ross Bellah; Film  
Editor, Jerome Thoms; Set Dec-  
orator, Fay Babcock; Sound Engi-  
neer, Jack Goodrich; Musical Di-  
rector, Morris Stoloff. A Columbia  
Picture.

**STORY**

*(Not for Publication)*

When Betty Foster (Margaret O'Brien) learns that popular Bobby Evans (Allen Martin, Jr.), on whom she has a hopeless crush, is going to spend the summer at Camp Chippewa, she and her brother Herbie (Jimmy Hunt) connive to get there, too. Bobby enters the camp's annual contest, in which the title, "King of the Camp," is conferred on the boy who builds the most successful money-earning project. His idea is a boat slide, but he has no money for lumber. Betty and Herbie get the money for him by hitching into town and robbing their father's safe. During the theft, they misplace an important document, the loss of which may cost Mr. Foster his business. Finally, the document is found. Bobby becomes "King," but Betty declines to be his "Queen" — she has set her cap for another boy.

Don't miss  
that MISS...



Don't miss  
that KISS...



Don't miss  
this  
Marvelous  
movie!...



COLUMBIA PICTURES presents

**MARGARET  
O'BRIEN**

*all grown up and waiting  
for it to happen in*

**Her First  
Romance**  
*young, yearny and all yours*

with ALLEN MARTIN, JR. · JIMMY HUNT · SHARYN MOFFETT

Screen Play by Albert Mannheimer · Directed by SEYMOUR FRIEDMAN

# Official Margaret O'Brien Tie-Ups Help to Sell 'Her First Romance'

More than 12,000 department stores and specialty shops throughout the United States sell Margaret O'Brien clothing fashions for girls. Contact retail outlets in your area, and arrange advance-of-playdate cooperative advertisements and window displays boosting the fashions and your showing of "Her First Romance." Ask a leading department store in your town to stage a newsworthy "Margaret O'Brien Fashion Show."

## MARGARET O'BRIEN FASHIONS FOR 'HER FIRST ROMANCE!':\*

Whether your daughter's still in pigtails or whether she's a junior miss with senior ideas about love, the Margaret O'Brien Fashions advertised below will delight her. They're the height of fashion for growing girls!

**\*Your Whole Family Will Enjoy MARGARET O'BRIEN in Columbia Pictures' "HER FIRST ROMANCE" at the STATE THEATRE Friday.**



**FULL PAGE CO-OP:** Illustrated above is a sample heading (Still No. 76) for a full page of co-op ads of Margaret O'Brien fashions. Get the help of a local newspaper's advertising solicitor in arranging such a page of ads or a series of individual ads.

## Contact Margaret O'Brien Licensees Immediately!

Write to the manufacturers of the Margaret O'Brien items listed below to secure the names of leading retail outlets in your town. Several of the manufacturers can supply promotion aids which may prove helpful to you in promoting "Her First Romance."

• SUZY BROOKS, Inc., 520 Eighth Avenue, N. Y. Creators of Margaret O'Brien dresses (at right) and blouses.



• NELVEK SHOE CO., Hollowell, Me. National manufacturers and distributors of Margaret O'Brien shoes.

• ROSENBLATT & KAHN, 520 Eighth Ave., N. Y. Noted manufacturers of Margaret O'Brien coats and suits. Sold nationally.

• WESTERN PRINTING & LITHO CO., Racine, Wisc. Margaret O'Brien paint and cutout books, sold in all chain stores.

• CINDERELLA HAT CO., 29 W. 36 St., N. Y. Creators of Margaret O'Brien hats. A best-seller in all leading stores

• BRIAN FABRICS, Inc., 1441 Broadway, N. Y. Over a million Margaret O'Brien scarves have been sold nationally.

• ROBERT HOUSEMAN, Inc., 1350 Broadway, N. Y. Manufacturers of Margaret O'Brien Pretties (slips and nighties).

• YOUNGSET SPORTSWEAR, Inc., 520 Eighth Ave., N. Y. Margaret O'Brien sportswear, sold across the country.

## ROMANTIC MUSIC

Ask local radio disc jockeys to play romantic music heralding Margaret O'Brien in "Her First Romance." Ask a leading disc jockey to conduct a 15-minute or half-hour "Romantic Song Memory Quiz," with guest tickets as prizes. Borrow a juke box for your lobby and, in an adjoining poster, invite patrons to play their favorite romantic tunes to get in the mood for "Her First Romance."

## CANDY KISSES

Promote several thousand candy kisses from a local confectioner, and distribute them to your patrons in advance of playdate. The kisses should be individually enclosed in small envelopes bearing copy like: "Enjoy a Kiss From Margaret O'Brien . . . Enjoy 'Her First Romance,' Starting Friday, State Theatre."

## CARD HANDOUT

Have your local printer make up several thousand cards from the mat illustrated here. Imprint your theatre and playdate credits where indicated with local merchant's ad on reverse side to defray costs. Distribute the cards away from your theatre, in schools, Y's, settlement houses and other favorite haunts of teen-agers.



**Order Mat 3-A (size 3" x 5" from your National Screen Service exchange.**

## RADIO SPOTS

Place these spots immediately before and after comedy and adventure shows!

15 SECONDS: Margaret O'Brien's all grown up and waiting for love! Enjoy "Her First Romance!" "Her First Romance" is Columbia Pictures' laugh-crazy story of that boy-crazy age! See Margaret O'Brien in "Her First Romance" at the State Friday.

30 SECONDS: Love comes to Margaret O'Brien! And she's all grown up and waiting for it to happen in "Her First Romance!" "Her First Romance" is the new Columbia Picture which opens at the State Theatre Friday. "Her First Romance" stars Margaret O'Brien as a junior miss with senior ideas about love! What a kick you'll get when you see Margaret do the Charleston! Don't miss that Miss! Don't miss that kiss! Don't miss Margaret O'Brien's marvelous movie, "Her First Romance," at the State Friday.

## TRAILER, STILL SETS

In addition to the trailer, the following still sets are available at National Screen Service: 1) set of 25 flat stills; 2) set of 10 uprights; 3) publicity-exploitation set (stills used in publicity and exploitation campaigns); 4) one art still.

# Teen Exploitation

**NEWSPAPER ANGLES:** Your playdate could inspire a number of special stories and contests both on and off movie pages. Ask the editor of the women's page of a local newspaper to discuss in her column the trials and tribulations facing a teen-age girl experiencing "Her First Romance." Have her offer guest tickets to readers who submit the most interesting comments on the subject. Plant the question: "Do you remember your first romance?" in an inquiring reporter or photographer column. Ask both teen-age girls and their parents to enter an essay contest on the subject: "How old should a girl be before she has 'Her First Romance'?"

**CHARLESTON!:** Let Margaret O'Brien's dancing of the Charleston, one of the most entertaining sequences in the picture, inspire a Charleston contest for teen-agers, staged at your theatre on opening night. Ask local schools and other young people's organizations to conduct preliminary contests. Present gifts to both the boy and girl winners. Use Still No. 55 (shown here), 53, 54, 56 and 58 to publicize the contest.



**MOTHERS-DAUGHTERS:** Arrange a forum on a local radio or television station, in which mothers and daughters discuss the subject of teen-age romance: "How old should a girl be before she is allowed to have dates?," "What time should a teen-age girl come home from her dates?" etc. Too, offer free admission to the first 10 mother-and-daughter combinations to attend your theatre on opening day.

**CAMP REUNIONS:** Most of the action in "Her First Romance" takes place in "Camp Chippewa." Use this fact to sell the picture to every camp-going youngster of your town by arranging "camp reunions" at your theatre on opening day. Ask the owners of camps which operate in your community to mail cards to their summer charges telling them about "Camp Chippewa" in the picture, and urging them to get together at the theatre on opening day.

**FASHIONS:** "Her First Romance" is a swell title for co-op ads and window tie-ups with teen-age shops in your town. In all tie-ups, avoid direct or implied star endorsements of any products except those Margaret O'Brien licensees listed on page 2.

**COLUMNS:** If local newspapers have teen-age columnists, involve them in your campaign with contests, special screenings, etc. Also contact all local teen-age radio and television programs and work out mutually-advantageous promotions.

**DANCES:** Get local high schools, "Y's," and settlement houses to arrange "Her First Romance" dances for teen-agers in advance of playdate. Offer Margaret O'Brien trophies to the most attractive girls at these dances. Plant newspaper photos.

**CLIPPINGS:** Create an especially interesting lobby display in advance of playdate by mounting newspaper and magazine stories on teen-age problems around a poster heralding your engagement of "Her First Romance." Use stills from the film.

FROM PIG-TAIL KID TO  
CAMP QUEEN IN TEN  
TINY KISSES!

COLUMBIA PICTURES  
presents

**MARGARET  
O'BRIEN**  
*All grown up and waiting  
for it to happen in*

**Her First  
Romance**  
*Young, yearny and all yours*

with  
**ALLEN MARTIN, Jr. · JIMMY HUNT · SHARYN MOFFETT**

Screen Play by Albert Mannheimer  
Directed by SEYMOUR FRIEDMAN

282-Line Ad Mat No. 208—2 Cols. x 141 Lines

## IMPORTANT!

Be sure to see 588-Line Ad Mat No. 304 (3 Cols. x 196 Lines) shown on the front cover of this press-book.

## ART STILL!

Still No. Art 1 (heads of Margaret O'Brien and Allen Martin, Jr. in Ad Mat No. 208 above) is available from National Screen.

A LAUGH-CRAZY STORY OF  
THAT BOY-CRAZY AGE!

"Today, I am  
a woman  
-I hope-"



COLUMBIA PICTURES  
presents

MARGARET  
O'BRIEN

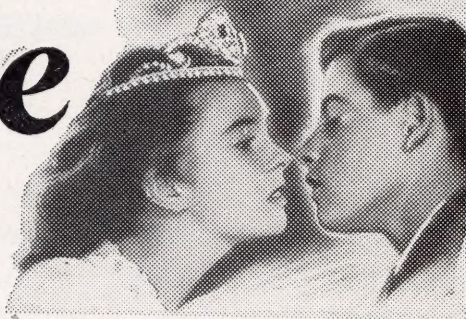
all grown up and waiting  
for it to happen in

Her First  
Romance

with

Allen Martin, Jr. • Jimmy Hunt • Sharyn Moffett

Screen Play by Albert Mannheimer • Directed by SEYMOUR FRIEDMAN



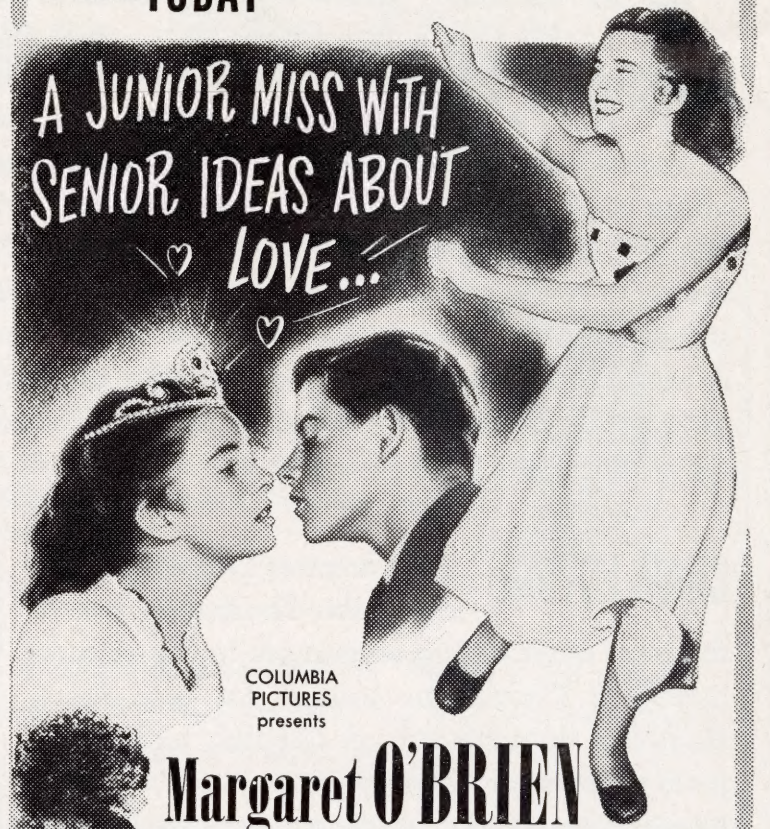
It's the first surge  
of that old urge...

498-Line Ad Mat No. 303—3 Cols. x 166 Lines

STARTS TODAY

T H E A T R E

A JUNIOR MISS WITH  
SENIOR IDEAS ABOUT  
LOVE...



COLUMBIA  
PICTURES  
presents

Margaret O'BRIEN

Her First  
Romance

young, yearny and all yours

with  
ALLEN JIMMY SHARYN  
MARTIN, Jr. • HUNT • MOFFETT  
Screen Play by Albert Mannheimer  
Directed by SEYMOUR FRIEDMAN

198-Line Ad Mat No. 207—2 Cols. x 99 Lines

SHE'S ALL GROWN UP AND WAITING TO  
BE KISSED!



COLUMBIA PICTURES  
presents

Margaret O'BRIEN

Her First  
Romance

Young, yearny and all yours

Allen Jimmy Sharyn  
MARTIN, Jr. • HUNT • MOFFETT  
Screen Play by Albert Mannheimer  
Directed by SEYMOUR FRIEDMAN



140-Line Ad Mat No. 206—2 Cols. x 70 Lines

HELD OVER THEATRE

A LAUGH-CRAZY STORY OF THAT BOY-CRAZY AGE!

COLUMBIA PICTURES presents

Margaret O'BRIEN

**Her First Romance**

with Allen Martin, Jr. • Jimmy Hunt • Sharyn Moffett  
Screen Play by Albert Mannheimer  
Directed by SEYMOUR FRIEDMAN

100-Line Ad Mat No. 205—2 Cols. x 50 Lines

FROM PIG-TAIL KID TO CAMP QUEEN IN TEN TINY KISSES!

COLUMBIA PICTURES presents

MARGARET O'BRIEN

**Her First Romance**

with Allen Martin, Jr. • Jimmy Hunt • Sharyn Moffett  
Screen Play by Albert Mannheimer  
Directed by SEYMOUR FRIEDMAN

84-Line Ad Mat No. 204—2 Cols. x 42 Lines

NOW PLAYING THEATRE

A LAUGH CRAZY STORY OF THAT BOY-CRAZY AGE!

COLUMBIA PICTURES presents

Margaret O'BRIEN

**Her First Romance**

with Allen Martin, Jr. • Jimmy Hunt • Sharyn Moffett  
Screen Play by Albert Mannheimer • Directed by SEYMOUR FRIEDMAN

56-Line Ad Mat No. 203—2 Cols. x 28 Lines

FROM PIG-TAIL KID TO CAMP QUEEN IN TEN TINY KISSES!

COLUMBIA PICTURES presents

MARGARET O'BRIEN

**Her First Romance**

with ALLEN MARTIN, Jr. • JIMMY HUNT • SHARYN MOFFETT • Screen Play by Albert Mannheimer • Directed by Seymour Friedman

32-Line Ad Mat No. 202—2 Cols. x 16 Lines

Last Times Today THEATRE STARTS TOMORROW

Oooh What a **MISS!**

Oooh What a **KISS!**

Oooh What a **MARVELOUS** picture!

COLUMBIA PICTURE presents

MARGARET O'BRIEN

**Her First Romance**

with ALLEN MARTIN, JR. • JIMMY HUNT • SHARYN MOFFETT  
Screen Play by Albert Mannheimer  
Directed by SEYMOUR FRIEDMAN

303-Line Ad Mat No. 302—3 Cols. x 101 Lines

A LAUGH-CRAZY STORY OF THAT BOY-CRAZY AGE!

COLUMBIA PICTURES presents

Margaret O'BRIEN

**Her First Romance**

with Allen Martin, Jr. • Jimmy Hunt • Sharyn Moffett  
Screen Play by Albert Mannheimer  
Directed by SEYMOUR FRIEDMAN

174-Line Ad Mat No. 301—3 Cols. x 58 Lines

Last 2 Days THEATRE

Starts THURS.

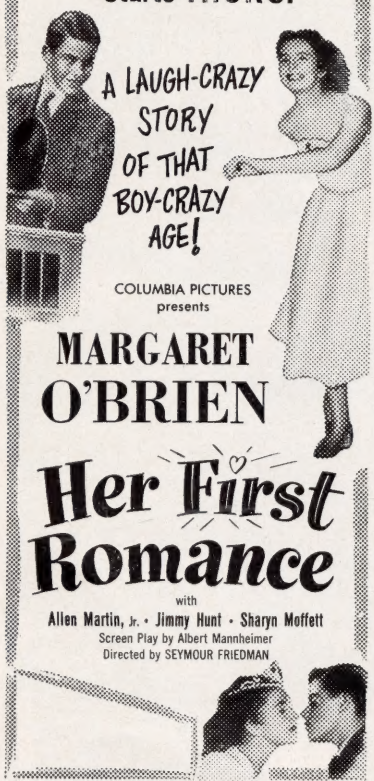
A LAUGH-CRAZY STORY OF THAT BOY-CRAZY AGE!

COLUMBIA PICTURES presents

**MARGARET O'BRIEN**

**Her First Romance**

with Allen Martin, Jr. • Jimmy Hunt • Sharyn Moffett  
Screen Play by Albert Mannheimer  
Directed by SEYMOUR FRIEDMAN



Ad Mat No. 104—70 Lines

FROM PIG-TAIL KID TO CAMP QUEEN IN TEN TINY KISSES!

Love comes to

**MARGARET O'BRIEN**

...all grown up and waiting for it to happen in

**Her First Romance**

with Allen MARTIN, Jr. • Jimmy HUNT • Sharyn MOFFETT  
Screen Play by Albert Mannheimer  
Directed by SEYMOUR FRIEDMAN  
A COLUMBIA PICTURE.



400-Line Ad Mat No. 401—4 Cols. x 100 Lines

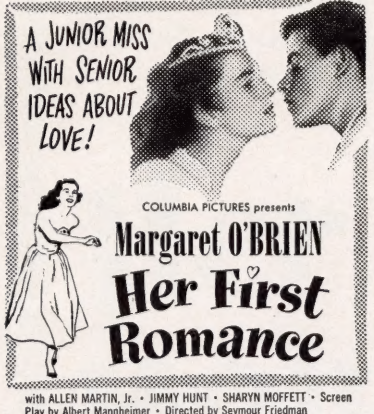
A JUNIOR MISS WITH SENIOR IDEAS ABOUT LOVE!

COLUMBIA PICTURES presents

**MARGARET O'BRIEN**

**Her First Romance**

with ALLEN MARTIN, Jr. • JIMMY HUNT • SHARYN MOFFETT • Screen Play by Albert Mannheimer • Directed by Seymour Friedman



Ad Mat No. 103—30 Lines

**Official Billing**

COLUMBIA PICTURES —25%

presents

**MARGARET O'BRIEN** —100%

in

**HER FIRST ROMANCE** —100%

with

Allen Martin, Jr. • Jimmy Hunt • Sharyn Moffett —25%

Screen Play by Albert Mannheimer —10%

Directed by SEYMOUR FRIEDMAN —15%

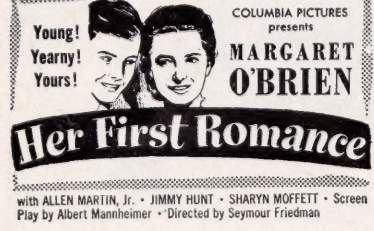
Young! Yearny! Yours!

COLUMBIA PICTURES presents

**MARGARET O'BRIEN**

**Her First Romance**

with ALLEN MARTIN, Jr. • JIMMY HUNT • SHARYN MOFFETT • Screen Play by Albert Mannheimer • Directed by Seymour Friedman




Ad Mat No. 102—17 Lines

COLUMBIA PICTURES presents

**MARGARET O'BRIEN**

**Her First Romance**

with ALLEN MARTIN, Jr. • JIMMY HUNT • SHARYN MOFFETT • Screen Play by Albert Mannheimer • Directed by Seymour Friedman



Ad Mat No. 101—9 Lines

COLUMBIA PICTURES presents

**Margaret O'BRIEN**

**Her First Romance**

with ALLEN MARTIN, Jr. • JIMMY HUNT • SHARYN MOFFETT • Screen Play by Albert Mannheimer • Directed by Seymour Friedman



16-Line Ad Mat No. 201—2 Cols. x 8 Lines



Mat 1-A; Still No. 76

MARGARET O'BRIEN, starring in Columbia Pictures' "Her First Romance" at the Theatre, goes from a pigtail kid to a camp queen in a laugh-crazy story of that boy-crazy age.

## O'Brien 'Dreamboat' Has His Own Ideas

"I'm going to give myself a few years in Hollywood, and if I find out I'm not any good at it, I'll go back to the New York stage."

Sounds like a statement from a seasoned veteran, doesn't it? Instead, it comes from 14-year-old Allen Martin, Jr., who plays Margaret O'Brien's boy friend in Columbia Pictures' "Her First Romance," now at the Theatre, which gives Miss O'Brien her first teen-age romantic role as a junior miss with senior ideas about love.

Young Allen played with the Lunts on Broadway for a year and a half in "I Know My Love" before going to Hollywood. His seven years of experience in show business have given him no illusions about himself or his professional career.

"A lot of stage actors come to Hollywood like lions and leave like lambs," he says. "They make one big picture and suddenly the phone stops ringing. Instead of going home they hang around like a pair of earrings, hoping their agent will call with a big deal. But more times than not, rigor mortis sets in. That's certainly not for me."

In "Her First Romance," Allen shares featured player billing with Jimmy Hunt and Sharyn Moffett, who plays Margaret O'Brien's kid brother and girl friend, respectively. Albert Mannheimer wrote the screen play, which was directed by Seymour Friedman.

## Kid Brother Kidded About His Stand-In

There's a startling difference between Jimmy Hunt, who plays Margaret O'Brien's kid brother in her new starring vehicle for Columbia Pictures, "Her First Romance," at the Theatre, and Jimmy's stand-in, Johnny Bambury, and Jimmy came in for plenty of "kidding" on the subject. For that matter, so did Johnny!

Jimmy doesn't smoke—Johnny smokes 20 long, black cigars a day.

Jimmy doesn't shave—Johnny shaves twice a day.

Jimmy doesn't drink—Johnny doesn't mind a short snort before a meal.

Jimmy's hair is a reddish-blond—Johnny's hair is iron gray.

Johnny, you see, is a 50-year-old midget who has been in show business 40 years. Jimmy Hunt is ten years old.

## Margaret O'Brien New Junior Miss In 'First Romance'

Eight years ago, an intense, freckle-faced five-year-old girl with pigtails, surrounded by a room full of beautiful children, sat in the office of famed commercial artist Paul Hesse waiting to be interviewed as a child model. Hesse passed up the masses of fluffy curls and the classic features to select the little girl with the pigtails and the freckles.

The wisdom of his choice has been proved many times, for the little girl he selected was Margaret O'Brien. Today, at the age of thirteen, Margaret is starred in Columbia Pictures' "Her First Romance," at the Theatre.

Fame and fortune have smiled on little Maggie with a grin from ear to ear. In addition to her film contracts, she makes ten fairy tale record albums a year. She heads Hollywood Enterprises, a manufacturing firm which uses her name as a trademark for dresses, hats, shoes, purses, toys and jewelry. Margaret's coffers were further swelled by substantial sums from a column, "Growing Up," which she wrote for the Philadelphia Ledger for two years, and one for Family Circle Magazine.

The actress averages an astronomical 50,000 fan letters a month. She has met more dignitaries than any child in the world. She was a guest of Prime Minister Attlee, and sat in his box in the House of Commons. She had an audience with the Pope, met the President of Ireland and introduced Eleanor Roosevelt at the Empire Theatre in London. She visited Harry Lauder in Scotland, where he put on a special performance for her just before he passed away.

One of Harry Truman's favorites, Margaret has been a guest at the White House on four occasions. During World War II, she entertained Marshall, Eisenhower and other generals who were attending a conference on the West Coast. Maggie perched on General Marshall's knee, discussing various subjects with him.

Love comes to Margaret O'Brien in "Her First Romance," which gives her the role of a junior miss with senior ideas about love. Allen Martin, Jr., Jimmy Hunt and Sharyn Moffett are featured in the new film. Albert Mannheimer wrote the screen play, which was directed by Seymour Friedman.

### Mother Knows Best!

Margaret O'Brien received expert advice on doing a fast Charleston for a scene in her new starring vehicle, Columbia Pictures' "Her First Romance," now at the Theatre. Margaret's coach was her mother, former professional dancer Gladys O'Brien. When the Charleston sequence was filmed, to make sure Maggie did the tricky dance to perfection, Mrs. O'Brien did the same steps out of camera range that her daughter was doing for the photographers. Allen Martin, Jr., Jimmy Hunt and Sharyn Moffett, are featured in the film.

### Spinach Sated

There was a time when Margaret O'Brien loved spinach. Maybe she'll like it again one day. Right now she can't look a plate of spinach in the eye, as a result of a sequence in Columbia Pictures' "Her First Romance," at the Theatre, which stars Margaret in a laugh-crazy story of that boy-crazy age. A spinach-eating contest in a summer camp is one of the funniest scenes in the film. During rehearsals and the actual "shooting," Maggie had to consume half a dozen huge plates of the vegetable.

## Margaret O'Brien Young, Yearny With Yen for 'Her First Romance'

(Review)

A story of teen-agers that never could happen when mother was a girl (at least she won't admit it) comes to the screen in Columbia Pictures' "Her First Romance," starring Margaret O'Brien, which opened at the Theatre yesterday. It is a side-splitting and a heart-warming film—a comedy of youth for the young in heart of all ages.

Moviegoers accustomed to enjoying Margaret O'Brien as a child actress will get the surprise of their lives when they see the teen-age star in "Her First Romance," which is, literally, just that. Maggie's a big girl now, with a glamorous hair-do, off-the-shoulder gowns, and the ability to dance a hot Charleston, and she is, moreover, as delightful and as appealing as ever.

"Her First Romance" shows Margaret in the first surge of that old urge. She has a hopeless crush on a popular boy. When she learns that he is to spend the summer at Camp Chippewa, she enlists the support of her kid brother in getting their parents to send them to the camp.

At camp, Margaret's dreamboat pays her no attention. However, she gets her chance to make up to him when the camp runs a competition in which the title, "King of Camp Chippewa," is conferred on the boy who builds the most successful money-earning project. Margaret's ideal wants to build a novel boat-slide, but he doesn't have enough money for lumber. Margaret and her kid brother help him, and get themselves into plenty of trouble as a result. Reality and romance come to grips in an hilarious climax.

Miss O'Brien is great in "Her First Romance." Excellent performances by Allen Martin, Jr. as her crush, by Jimmy Hunt as her kid brother, and by Sharyn Moffett as her best girl friend, help to make every moment of the film enjoyable. Albert Mannheimer wrote the screen play, which was directed by Seymour Friedman.

### 'First Romance'

Columbia Pictures' "Her First Romance," starring Margaret O'Brien, will open at the Theatre. The new film, described as a comedy of youth for the young in heart, features Allen Martin, Jr., Jimmy Hunt and Sharyn Moffett. Albert Mannheimer wrote the screen play of "Her First Romance," which was directed by Seymour Friedman.



Her First Romance Mat 2-B; Still No. 83

A JUNIOR MISS WITH SENIOR IDEAS about love, Margaret O'Brien stars in Columbia Pictures' "Her First Romance" at the Theatre. Allen Martin, Jr. is the young "dreamboat" with eyes only for Margaret, who plays her first "grown-up" role in the new comedy.

## Learns About Love In 'Her First Romance'

Margaret O'Brien is a teen-age "woman" on the warpath for her "dream-boat" boy in her newest starring vehicle, Columbia Pictures' "Her First Romance," which opens at the Theatre.

"Her First Romance" gives Margaret, for her first grown-up role, a laugh-crazy story of that boy-crazy age. Miss O'Brien plays a 13-year-old miss who has a hopeless crush on a popular boy. When she learns that he is going to spend the summer at Camp Chippewa, she enlists the support of her kid brother in getting their parents to send them to the summer camp.

At camp, Margaret's dreamboat pays her no attention until, towards the end of the summer, the camp runs an annual competition in which the title, "King of Camp Chippewa," is conferred on the boy who builds the most successful money-earning project.

Margaret's ideal wants to build a novel boat-slide, but he has no money for lumber. Margaret and her kid brother get the money for him by hitching into town and robbing their father's safe. During the theft, they misplace an important record, the loss of which may cost their father his business. Reality and romance come to grips in what is said to be a side-splitting, heart-warming climax. According to Hollywood, "Her First Romance" presents an adolescent Miss O'Brien as appealing and as delightful as the child star of yesterday.

Allen Martin, Jr., plays Miss O'Brien's crush, with whose help she grows from pigtails into camp queen in ten tiny kisses. Jimmy Hunt plays the long-suffering kid brother and Sharyn Moffett is seen as Margaret's best girl friend, who helps her battle for her "man."

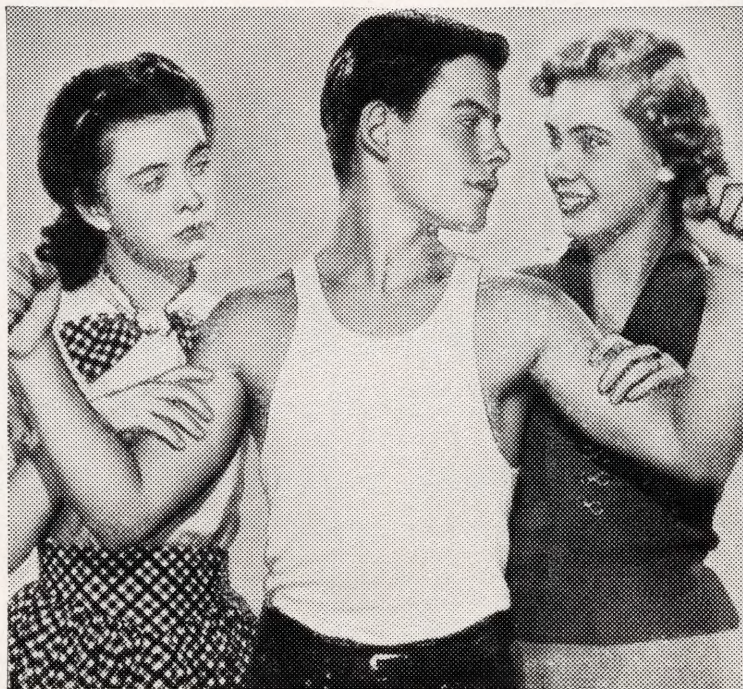
Albert Mannheimer wrote the screen play of "Her First Romance," which was directed by Seymour Friedman for Columbia Pictures.

## Margaret O'Brien In 'First Romance'

Loves comes to Margaret O'Brien, as the star of Columbia Pictures' "Her First Romance," which opens at the Theatre. Allen Martin, Jr., Jimmy Hunt and Sharyn Moffett are featured in the new film, which shows Margaret as a junior miss with senior ideas about love.

Hollywood predicts that moviegoers accustomed to seeing Miss O'Brien in gingham with her hair done in pigtails, will get the surprise of their lives when they see the teen-age star in "Her First Romance." Quite the grown little lady now, Maggie wears an off-the-shoulder white eyelet formal dress for a party sequence in the film. Her hair is done in a glamorous upswept style, and she performs a "hot" Charleston.

The screen play of "Her First Romance" was written by Albert Mannheimer. Seymour Friedman directed.



Her First Romance Mat 2-A; Still No. 65

TEEN-AGE "WOMEN." Margaret O'Brien and Sharyn Moffett compete for the affections of Allen Martin, Jr. in this scene from Columbia Pictures' new comedy hit, "Her First Romance," starring Margaret at the Theatre. Jimmy Hunt is also featured in the film.



SIX SHEET



THREE SHEET

POSTERS



ONE SHEET



22x28 A SLIDE (Same Design)



22x28 B



EIGHT 11x14's



INSERT CARD

LOBBIES



WINDOW CARD



9x12 FOUR-PAGE HERALD

ORDER ALL ACCESSORIES, SPECIAL STANDEES and 30x40, 40x60, 24x60 and 24x82 DISPLAYS FROM NATIONAL SCREEN SERVICE



**Scanned from the collections of the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



**Wisconsin Center**  
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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**HISTORY**  
DIGITAL LIBRARY 

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